

Attachment G:
November 2, 2022 Email

Email from Hollywood Cares to City, submitting a second draft of their updated PowerPoint presentation including a program budget/finance page

Courtney Christy

From: Amelia Williamson <amelia@awaconsults.com>
Sent: Wednesday, November 2, 2022 7:00 PM
To: Courtney Christy
Cc: J@hollywoodunlocked.com; Shannon Anderson
Subject: I Am Ready (IAR) Follow-Up
Attachments: IAR Deck REV.pdf; IAMREADY BUDGET 2022.pdf

CAUTION: This email originated from outside the City of Stockton. Do not click any links or open attachments if this is unsolicited email.

Good evening, Courtney,

Thank you again for the time earlier today. I am reaching out to provide you with our updated slide presentation for the IAR pilot overview, note this version includes a financial ask. I am also attaching the budget for additional context. It is our goal to ensure you have everything needed to move forward with adding our presentation to the November 15th meeting agenda.

Please let me know if there is anything else we can provide you and/or if you have questions. Thank you again for your ongoing support.

Have a great night,

Amelia

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HOLLYWOOD CARES FOUNDATION: **I AM READY** Pilot Overview

Mission

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The Hollywood Cares Foundation (HCF) **activates the power of pop culture to uplift underserved youth and help them drive lasting change, for themselves and others.** We leverage the arts, entertainment industry, and brands to equip young people to thrive in their **academic, social, and civic lives.**

I AM READY OVERVIEW

HCF's *I AM READY* initiative aims to create a model of leveraging popular culture to uplift young people and the values of service, empowerment and creativity.

Young people have already bought into popular culture, and I AM READY's intended impact is to make this a positive force in meeting young people where they are – providing rich character and community-building content to help young people transform their own:

- **Behavior and Mental Health:** Cultivating positive interactions across the community.
- **Practice:** Developing an attitude of respect for self and others.
- **Decision-making:** Choosing outcomes that lift up young people, rather than limit them.
- **Policies:** Developing individual and collective policies that support personal development and community impact.

Program Logic Model – I AM READY

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Youth Mentoring & Coaching Initiative

Target Population: Youth ages 14-19

Goal: Develop effective youth mentoring/coaching programs to help young people achieve their personal, academic and development goals.

Program Logic Model & Performance Metrics (small P) Connected to Key Stakeholder Results (Big P)

Program Resources & Systems

Program Resources & Systems		Programs and Performance Metrics			
Human Capital	Program Management	Program	Performance Metrics	Program Impact	
- Youth Leadership Council - Program Leadership - Mentors	- Program Database System to Measure/Report Stakeholder and Community Outcomes - CRM System for Funders, Donors & Volunteers - Financial System to provide financial reporting & accounting - Standard Operating Procedures for Mentor Program Service Delivery 40 Developmental Asset and 21st Century Skills Assessments Procedures	Strength-based, positive youth development and mentoring strategies to ensure youth have the assets needed to overcome inequities, traumas, injustices, and other challenges they may face and for creating a more just world.	Leading Indicators Capacity # Youth Recruited # Youth Trained # Mentors Volunteers Performance \$ Cost per student served \$ Charitable contribution per student raised % Youth Retained % Mentors Retained	Community Impact	
Financial Capital - Charitable Support - Special Event Revenue - Individual Donors - Corporate Sponsors - In-Kind Support - City of Stockton				Stakeholder Impact	
Program Budget - Revenue - Expenses - In-kind support				Program #1 (Youth) - Enhanced self-esteem and self-confidence - Reduce risk factors - Improved academic performance - Improved behavior at home and at school - Stronger relationships with parents, teachers, and peers - Leadership development opportunities - Develop a commitment to civic engagement and helping others - Develop resilience skills and ability to overcome adversity	Short-Term - Improved high school graduation and college matriculation rates - Community beautification - Ownership in city safety
					Long-Term - Increased education attainment rates of underserved youth - Increase labor market participation and advancement rates. - Increase income and earnings of local youth - Increased civic engagement and voter participation - Reduction in violence - Narrative change for the city and corresponding economic benefits to the city

Leverage grassroots organizing, civic engagement and positive youth development program model to develop, equip and empower underserved youth to be resilient, successful, and altruistic, thereby improving quality of life outcomes in their respective communities.

I AM READY Pilot Overview

PILOT STRUCTURE

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- Each cohort will be sponsored by a student and adult community leader to provide mentorship.
- Cohorts are intended to be designed, led and managed by students. With an initial training in community organizing and group dynamics, student leaders will then develop programs, outline needs for academic support and select community service projects based on broader social issues
- I AM READY will deploy a Social Emotional Development learning model.
- The program will be offered during non-school hours and programs will run in a community based setting e.g. Stockton community centers, libraries, community partner site etc.
- Curriculum will be designed to build stronger youth leadership, train students to develop basic academic and life skills, direct action organizing and civic engagement.

PILOT Curriculum Topics

- Financial Literacy
- Youth Leadership
- Community Organizing
- Skill-building Trainings
- Civic Engagement
- Peer-to-Peer Support (Mental Health)
- Entertainment Workshops – e.g., Acting, Producing, Directing, Singing

DEFINITION OF YOUTH READINESS

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HCF defines readiness as a young adult who is:

- Prepared/committed to transition into employment
- Has developed a better sense of self and community
- Maintains at least a 2.5 grade point average, or has a plan with a counselor to get there
- Off probation, or working with a probation officer to transition off
- Registered to vote if 18, or otherwise committed to Civic Engagement

PARTNERSHIP FRAMEWORK

ROLE OF A PARTNER

- Participate in IAR Community Engagement survey
- Identify student site leaders and pilot candidates
- Provide meeting space and other shared resources as available

THE ROLE OF YOUTH IN IMPLEMENTATION

IAR wants to be intentional about co-developing its programmatic pillars with our youth taking the lead and our adult community leaders supporting and overseeing, such that our young people are the ones owning this program and determining their own future. To this end our youth will weigh in on the following areas:

- Identification of current challenges within their school and their community
- Proposed solutions to these challenges and key priorities in addressing them
- Additional topic areas to inform curriculum design
- Proposed community partners
- Development of the “I am Ready” pledge

PILOT BY THE NUMBERS

- YOUTH KICK-OFF: JANUARY 2023
- **6-MONTH** TIMELINE: FEBRUARY 2023 – AUGUST 2023
- RECRUIT, COACH AND TRAIN **250 PROGRAM LEADERS**
- **4-6 PILOT SCHOOLS** WITH THE HIGHEST NEED

HOW I AM READY WILL MEASURE ITS

IMPACT

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Incorporate a Developmental Assets Framework

In 1990, the Search Institute launched the Developmental Assets Framework, which describes the 40 assets, 20 internal and 20 external, that correlate with positive youth outcomes. Over the previous three decades, more than 6 million youth have been surveyed based on the Developmental Assets Framework. At its core, **the framework seeks to minimize risk behaviors by developmental protective factors, or assets within youth.**

Strategic Focus of I AM READY Programming

Reducing risk factors and building protective factors (defined as Developmental Assets) that create “thriving youth” using a positive, strength-based youth development framework.

Leverage an Evidence-Based Framework to Measure Success of I AM READY

Search Institute offers youth development programs, schools, and communities a hopeful vision; resources; youth surveys; program assessments and evaluation tools for addressing the challenges in part through building strengths and resilience in young people’s lives.



INVESTMENT ALLOCATION

HCF is seeking local partnership/investment in the amount of \$2MM to:

- Launch an *I AM READY* conference to convene students, potential partners, and elected officials to preview the launch plan, garner participant buy-in and feedback, and raise additional funds for the initiative.
- Pilot test our program in the market.
- Build program capacity by leveraging club sites as system change drivers.
- Accelerate education and organizing outcomes for BIPOC students/program participants, ages 14-19.
- Collect insights, testimonials, success stories to build evidence of impact and inform future program strategy.



INVESTMENT OUTCOMES

Over a 12-month project term, we will deliver on the following set of activities and outcomes:

- **Winter 2022:** Host youth conference to kick off initiative and gain insights. Pilot 2-3 public-private partnerships with schools, CBOs and local City Council offices to deliver *I AM READY* programs and services to improve student outcomes.
- **Spring 2023:** Coach and train 250 program participants to provide them the tools and resources they need to matriculate through high school – and excel beyond.
- **Summer 2023:** Design a model public-private partnership framework, informed by key learnings, to deploy in Stockton beyond the scope of the grant term.

CONCLUSION

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As with many cities across the United States of America, Stockton is a place where race and opportunity have been largely intertwined, with the city's people of color often faring poorly on health, education and economic measures despite the city becoming majority non-white more than three decades ago.

***I AM READY* seeks to empower the young people of Stockton and provide them with the tools and access to not be victims of circumstance** — we are very excited to share this critical endeavor that will benefit both the youth and the community immediately and concretely.

Are You Ready?

**I Am Ready
2022 -2023 Budget**

	Year 1		Year 2	
Programmatic Costs:	Program		Program	
IAR Local Program Director	\$	80,000	\$	80,000
Education & Development Specialist	\$	65,000	\$	65,000
Curriculum Specialist	\$	50,000	\$	50,000
Educator Stipends	\$	95,000	\$	95,000
CBO grants	\$	100,000	\$	100,000
Research and Evaluation	\$	95,000	\$	95,000
Community Organizers (2)	\$	150,000	\$	150,000
Technology (social, comms, website)	\$	25,000	\$	25,000
Office equipment	\$	50,000	\$	50,000
Meals	\$	25,000	\$	25,000
Total Programmatic Costs	\$	735,000	\$	735,000
IAR Conference:				
Audio & Lighting Equipment	\$	7,500	\$	7,500
Technology/Digital	\$	30,000	\$	30,000
Event Planner	\$	10,000	\$	10,000
Entertainment	\$	70,000	\$	70,000
Swag	\$	7,500	\$	7,500
Green Room	\$	2,000	\$	2,000
Liability Insurance	\$	5,500	\$	5,500
Marketing Materials	\$	7,500	\$	7,500
Media/Marketing	\$	25,000	\$	25,000
Speaker fees	\$	25,000	\$	25,000
Radio & TV Promo	\$	15,000	\$	15,000
Security	\$	5,000	\$	5,000
Stage production/mgr	\$	5,000	\$	5,000
Meals	\$	10,000	\$	10,000
Transportation	\$	15,000	\$	15,000
Venue Rental/Cleanup	\$	5,000	\$	5,000
Video/Photography	\$	20,000	\$	20,000
Total IAR Conference	\$	265,000	\$	265,000
Total Budget	\$	1,000,000	\$	1,000,000